

MUNICIPAL FORESTRY INSTITUTE

February 25 - March 1, 2024

Jekyll Island, Georgia



JOIN MFI TO GROW AS AN URBAN FORESTRY LEADER

Why attend MFI?

MFI is an exciting learning and growth opportunity that will assist you on your leadership and professional journey. This week-long educational program will help you master leadership and management skills such as program administration, coalition building, strategic thinking, program planning, and public relations. Through MFI you'll invest in your personal growth, professional development, and build a network of people who know, understand, and will support you and your work.

What will you learn?

The MFI training curriculum is developed by a team of urban forestry professionals from varied backgrounds and with extensive experience. The major components of MFI include increasing your understanding of yourself and of the human dimensions impacting urban forestry, gaining clarity on the context in which you operate, making change through effective collaborations and communication, keeping momentum, and growing resiliency.

Who should attend?

MFI is for people who plan, manage, or advocate for urban forestry efforts and want to become more effective leaders. MFI graduates have included local and state employees who make or support people in daily tree planting and care decisions (urban foresters, planners, etc.), municipal tree advocates (tree commission members, etc.), and non-profit staff.

Registration Details

The all-inclusive registration fee for MFI covers the following:

- Cutting-edge education
- All course materials
- Five nights hotel lodging, Sunday through Thursday
- All meals from Sunday dinner through Friday breakfast

Registration Investment

\$2,299 USD for SMA members
\$2,399 USD non SMA members

Participants are responsible for airfare

Diversity scholarships that cover the full registration cost plus a \$500 travel stipend are available.



More information and registration at
www.urban-forestry.com

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MFI was a really rewarding and fulfilling experience. I want others to share in that. MFI was the first time I was able to interact deeply with counterparts from around the country. I made lasting connections with peers and still keep in touch. The topics [covered] were really important to understand where struggles actually are in our work.

Past MFI Participant

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What does MFI Cover?

The week-long Institute is intended to progress and flow from an inward understanding of yourself, an understanding of the context within which you work, how internal and external forces can work together (or not!) to make change, and how to foster a continuous improvement mindset when faced with challenges. The issues covered are the non-technical side of arboriculture and urban forestry, focused on a broad understanding of leadership and how one can lead from any position. The curriculum is presented in a variety of formats including lectures, large and small group discussion, peer-learning group exercises, and real-life scenarios. Instruction is delivered from both subject matter experts and urban forestry professionals.

By the end of the Institute, you will have the confidence to:

- Assess your own personal leadership capacity and develop a leadership growth plan to become the leader you want to be.
- Lead through challenges and opportunities from within your position and program.
- Analyze the context within which you work.
- Develop a growth mindset for continual improvement.
- Create and sustain a leadership network of urban forestry colleagues, peers, and mentors.
- And much more!

What should you expect?

Required Institute Pre-Work

Part of the MFI experience involves several pre-Institute meetings where you'll meet the other attendees, learn more about what to expect during the Institute, and engage with a few pre-Institute readings and educational items. These meetings will be held in January and February 2024. Anticipate committing two hours each month for the pre-Institute work.

MFI Week Schedule

MFI is an intensive learning experience. You must be able to attend from 4:00pm on Sunday until 12:30pm on Friday. There are breaks and a little free time, but the Institute requires your full attention. Plan any sight-seeing before or after, not during MFI. Your full attendance will be required at every session — partial attendance is not possible. Sorry but pets, partners, and dependents or guests cannot be accommodated at MFI.

Location and Travel Details

MFI 2024 will be held at the Courtyard Marriott on beautiful Jekyll Island, Georgia. Jekyll Island is a state park with miles of beach, beautiful mature trees, and a rich history. Participants will fly into the Jacksonville, Florida airport, which is about an hour from Jekyll Island. SMA will arrange a group bus transport from the airport to the site. Participants are welcomed to drive and arrive on their own.

All hotel reservations and transport from the airport will be handled by SMA. Participants are responsible for airfare.

Diversity Scholarships Available

SMA is dedicated to ensuring urban forestry represents the people our work intends to serve. We are investing in leadership development of individuals who identify as a racial or ethnic minority and/or individuals from the LGBTQIA+ community. Scholarships are available to cover the cost of tuition plus a \$500 travel stipend. Those who qualify and can benefit from the financial assistance can indicate their interest on the application from at www.urban-forestry.com.



Thank you to the U.S. Department of Agriculture Forest Service for their support of the MFI Diversity Scholarships.